

Automotive Daily News

PASSENGER TRUCK



TRACTOR ACCESSORIES

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INSURANCE CASE IN COURT AGAIN ON SPECIAL BRIEFS

Chrysler-Palmetto Plan Central Issue in Proceedings

NEW YORK, April 6.—Submitting of briefs from both sides here yesterday in the case of the Palmetto Fire Insurance Company vs. James A. Beha, superintendent of insurance of New York, again brought the Chrysler-Palmetto plan before the Statutory Federal Court.

Following rearguing of the case on March 24, each side was given ten days to submit briefs solely on the question of whether or not the Palmetto Fire was doing business in this state under the Chrysler-Palmetto plan.

The brief submitted on behalf of Superintendent Beha divides the facts concerning the question of doing business into three parts, as follows:

It is claimed that the facts arising in any of the periods justify a finding of fact by the court that the Palmetto is doing business in the state of New York under the Chrysler-Palmetto plan, and submits that there can be no question as to the establishment of such a fact when all of the facts arising in the period are observed as one transaction.

Due to the fact that the present license of the Palmetto Fire, authorizing the company to do only a fire insurance business in New York, will expire on April 30, this year, it is pointed out that the Palmetto Fire may not ask for or receive a renewal of its license and it would then not be licensed in the state of New York, and the question whether it is doing business in this state will then arise on a new state of facts, because the Chrysler-Palmetto plan does not expire until July 1, 1926.

After the license expires on April 30, the company will continue to issue certificates to citizens in New York, while it has no license, and such citizens may continue to sue and recover on such certificates, because the company will still be doing business in the state of New York under the Chrysler-Palmetto plan.

Some of the striking passages for the brief for the superintendent of insurance which is prepared and submitted by Albert Ottinger, attorney general of the state, through his deputies, are as follows:

"Under the Chrysler contract the dealer sells cars and insurance at one stroke. Without the dealer and the retail sale in New York the insurance would not and could not be effected. The insurance is a part and is solicited and advertised as a part of the contract of sale. The insurance premium is admittedly included in and is a part of the final and ultimate purchase price paid by the purchaser.

"The complaint has included in its annual statements and tax returns to the Insurance Department of New York the premiums collected from all automobile business transacted by it on risks located in New York, on which it has tendered a check for the payment of the taxes due after deducting the reinsurance. Thus does it concede the correctness of our contention unless they urge that for the purpose of taxation they occupy one position and for litigation of this particular lawsuit another.

If this court should hold in the case at bar that what the Palmetto Fire Insurance Company is doing under the Chrysler plan is not doing business in the state of New York and if such a decision became the law of the land, it would defeat all or any kind of regulation that the states might enact for the regulation of insurance and the protection of the state and the people thereof.

"If a state can be deprived of its regulatory power by the incontestability of a private contract made elsewhere, the same parties involved in this case can enter into a private contract to sell their products exempt from local regulation. Such a policy must be accounted disastrous so far as state regulation is to be considered."

PEKING TRADE GOOD

Washington, April 6.—A cable from Peking received today by the Department of Commerce reports an improvement in the automobile trade.

ARGENTINE SALES

Washington, April 6.—Automobile sales in Argentina are experiencing the usual seasonal decline, according to a cablegram to the Department of Commerce today.

MERGER SOUGHT IN IND. FOR 25 AUTO BUS LINES

Indianapolis, Ind., April 6 (U. T. P. S.).—A merger of twenty-five motor coach lines in Lake county, in the northwestern corner of Indiana, under the name of the Shore Line Motor Coach Company is sought in a petition filed here with the Indiana Public Service Commission.

Prominent in the proposed combination are the Gary Railways Company of Gary, Ind.; Farina's Bus Line and Transportation Company, Inc., and E. P. Shearon of Hammond, Ind.

BRITISH EXPORTS SHOWING GAINS

Exceed Imports—Demand at Home Slackens

London, April 6 (U. T. P. S.).—The official trade returns for February are very satisfactory from the automobile industry's viewpoint. For the second month in succession the export exceeded the import.

The export of automotive vehicles during the month was £810,799, while the import was £493,762. For the first two months of the year the export has, therefore, been £1,615,383 and the import £1,034,956. Compared with the first two months of 1925 there is an increase in the export of £150,410. There is a drop of £353,977 in the import, comparing the last two months with the similar period of 1925.

The prophets have, therefore, justified themselves—so far. The year 1926 should prove a year in which it will be much easier to sell British light cars overseas and more difficult to sell foreign-made autos in Britain. Nevertheless, manufacturers do not seem altogether satisfied with the way business is going.

The works have all been turning out automobiles at high pressure in readiness for the Easter rush, but with the exception of about half a dozen of the biggest concerns, the demand seems now to have tailed off.

One feature of the trade which is worthy of mention is the increasing tendency on the part of manufacturers to undertake their own distribution. This also means that dealers are not being restricted to one or more makes, but can sell what cars they can and choose.

The light car remains the staple in the market and will continue so while tax is levied on horsepower rating. At the same time the number of used cars coming on the market is continually increasing.

The commercial vehicle section reports good business both at home and abroad.

A. O. SMITH VOTES EXTRA

New York, April 6.—The A. O. Smith Corporation has declared an extra dividend of 25 cents on the common in addition to the regular quarterly dividend of 25 cents, also the regular quarterly dividend of 1% per cent. on the preferred. All dividends are payable May 15 to stock of record May 1.

Big Auto Cargoes Load Vessels on Great Lakes

Cleveland, April 6.—The Great Lakes automobile shipping season opened this week, thousands of Detroit-made cars being received here in the first three days of the season, destined for Ohio, Pennsylvania and New York distributors.

Lake front piers were filled today with cargoes of cars unloaded from lake craft which opened the navigation season by bringing the first water shipments of cars. Most of the cars were driven away the same day they were unloaded.

The first vessel of the Thompson line to bring in a cargo of auto-

mobiles was forced to break its way through a field of floe ice in the middle of Lake Erie.

One of the first local shipments to be received was consigned to the Bashaw-Oakland company, which received a boatload of Oaklands and Pontiacs for immediate delivery. O. W. Bashaw, president, reported.

The City of Detroit III., which opened the Detroit-Cleveland passenger navigation season, carried more than 250 cars on its first trip, during which it was forced to battle high seas all the way across the lake.

WILLYS-OVERLAND NET \$11,422,777

Sales of \$180,000,000 a New High Record— Assets Rise

New York, April 6.—In volume of sales and net earnings the Willys-Overland Company established a new high record last year, according to the annual report just submitted to stockholders. The net income totaled \$11,422,777 as compared with \$2,086,645 in 1924. Sales aggregated approximately \$180,000,000.

The 1925 profits, after interest, depreciation, Federal taxes, other charges and preferred dividend requirements, were equivalent to \$4.36 a share on 2,264,661 shares of \$5 par common stock. In the previous year the company showed a net for common of 23 cents a share.

"The volume of sales in dollars and units for both domestic and export account was the largest on record," says President John N. Willys, in his remarks to stockholders. "The achievements of the company have made it possible to extinguish all obligations pertaining to preferred stock."

"On February 3, 1926, the directors authorized extinguishment of all sinking fund accumulations on preferred stock and this resulted in the retirement of 39,238 shares of preferred stock, leaving 181,257 shares still outstanding. As a consequence there are now no

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WELLER NOW GEN. MGR. OF ACME MOTOR TRUCK

Special from A. D. N. Detroit Bureau
Detroit, April 6.—J. H. Weller, formerly vice-president and factory manager Gray Manufacturing Company, is now general manager Acme Motor Truck Company, Cadillac, Mich. He is a veteran of the industry, dating back to the days of the Pope Manufacturing Company; he was superintendent of the Pope-Toledo plant when John Willys took it over.

After a short period with the Willys administration, he was associated with the Matheson Motor Car Company, Wilkes-Barre, Pa. Later he was with the Packard Motor Car Company, and later still with the Herschell-Spillman Motor Company before joining Gray.

Peerless Announce Two New Models

Cleveland, April 6.—The Peerless Motor Car Company today announced a new six-72 model sport roadster and a sport phaeton of the same model. The two cars are being rushed into production to meet the spring demand.

"Despite the trend to closed cars apparent during the last few years, open cars are still in demand," Charles A. Tucker, general sales manager, said. "Much of this demand comes from southern states or from northerners going south to establish homes."

The new roadster has a large, roomy rumble seat and a side compartment for golf bags.

Banquet Held for Keller in Montreal

Montreal, April 6.—For the dual purpose of bidding farewell to K. T. Keller, retiring general manager, and to welcome the incoming general manager, Gordon Lifebore, some 250 citizens, dealers and members of the staff of General Motors of Canada, Ltd., gathered at a banquet held in the maintenance department of the organization at Oshawa last week. R. S. McLaughlin, president of the corporation, presided.

Touching on the question of tariff on automobiles, Mr. McLaughlin said he was glad to see the matter was dropped for the present. If a tariff cut had been effected, it would have been very serious for the industry. Second-hand car values would have decreased overnight and the manufacturer would have been very heavily hit, he said.

JACKSONVILLE HOST TO 300 MOTOR CAR DEALERS

Jacksonville, Fla., April 6.—Jacksonville was host last week to a large group of nationally known automobile factory executives, approximately 300 motor car dealers and bankers coming to the Florida metropolis from all sections of this state and southern Georgia for the annual convention of Chevrolet dealers of the Jacksonville zone, said to be the largest gathering of its kind ever held in the Southeast.

STEEL SCRAP REDUCED

Chicago, April 6.—Sales of heavy melting steel scrap were reported in Chicago at \$13.50 and \$13.60 a ton, which shows a decline of 15 to 25 cents a ton.

CLOSED CAR TREND INDICATED BY G. M. C. FIGURES

Proportion of Such Sales in February Reached 82%

NEW YORK, April 6.—In February 82 per cent. of all cars sold by General Motors were closed cars, compared with 54 per cent. in February, 1925; 32 per cent. in 1924; 35 per cent. in 1923, and 29 per cent. in 1922. The percentages by months for the past four years follow:—

	PERCENTAGES	1926.	1925.	1924.	1923.	1922.
January	84	47	42	34	29	
February	82	54	38	35	29	
March	—	60	38	36	26	
April	—	61	43	40	22	
May	—	59	41	38	19	
June	—	58	37	35	26	
July	—	54	37	31	26	
August	—	62	40	30	31	
September	—	66	42	35	37	
October	—	71	52	28	24	
November	—	73	71	42	30	
December	—	77	67	44	33	
% for year.	—	63	43	37	28	

This comparison includes Chevrolet, Pontiac, Oldsmobile, Oakland, Buick and Cadillac. As these lines of cars cover practically all price classes, carrying out General Motors' policy to build a car for every purse and purpose, the figures may be taken as representative of the trend of the industry to closed cars, company officials report.

Provide for Refund Of Automobile Tax

Washington, April 6.—President Coolidge has transmitted to the House a supplemental estimate of \$5,250,000 appropriation for refunding during the current and the next fiscal year automobile and cigar taxes under provisions of Sections 1204 and 1205 of the Revenue Act of 1926.

The law provides for refund of automobile tax in cases where prior to the effective date of the repeal of the tax of 1924, any article subject to the tax has been sold by the manufacturer, producer or importer, and is on that held by a dealer and intended for sale.

INDIANA GAS TAX FOR FEBRUARY \$609,446.68

Indianapolis, Ind., April 6 (U. T. P. S.).—Rapid growth of automobile traffic in Indiana is indicated by the February report of Archie N. Bobbitt, state gasoline inspector, which shows an increase of 4,399,516 gallons of gasoline sold in the state, as compared with February, 1925. These added delinquent collections made in March bring the total February collections to \$609,446.68, an increase of \$29,186.15 over February of last year. A total of 20,313,542 gallons of gasoline were sold during the month.

CHILEAN MARKET

Washington, April 6.—The Chilean market is reported brisk in sales of low-priced American cars, with medium-priced machines fair and high-priced automobiles slow. Both the light and heavier types of trucks are reported active, while the accessories business is full, the Department of Commerce was informed today.

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GOVT. SURVEY ON LUBRICATION

Bureau of Standards
Studies Oil Viscosity and Torque

Washington, April 6.—The United States Bureau of Standards is giving considerable attention to a study of the relation between oil viscosity and the torque required to start an automobile engine in rotation or to bring it up to given speed.

From the results thus far obtained it appears that while the viscosity of the oil does have a pronounced effect upon the power required to crank the engine at speeds of 100 revolutions per minute and higher, it does not have any appreciable influence upon the torque required to start the engine rotating.

Interesting information on other lubrication problems has also been obtained by a by-product of the fuel research which has been in progress at the bureau for several years.

Among other things it has been shown that excessive dilution of crankcase oil is one of the chief obstacles to the use of fuels of low volatility. An intensive study of this phenomenon has been made, and, as a result, considerable knowledge was gained both as to the probable mechanism of dilution and the measures which may be adopted to prevent or reduce trouble from this source.

One phase of this study has been the development of suitable apparatus and methods for measuring dilution.

AT PEAK PRODUCTION

Montreal, April 6.—The plant of the Ford Motor Company of Canada, Limited, is working at peak production.

Offer Scholarships To Men and Women In Auto Industry

Albany, April 6.—Experienced workers in the automotive industry who desire to become trade teachers are eligible for twenty-five industrial teachers' scholarships of \$1,000 each that the New York State Department of Education is offering to qualified trade men and women.

Official announcement of the scholarships, made yesterday, includes among those eligible:—

Men engaged in automobile repairing, cabinet making, electrical construction and repair, sheet metal work and painting and decorating, and women experienced in power machine operating.

Persons selected for scholarships will spend one year at the Buffalo State Normal School in preparation for teaching their subjects in the public schools of the state. Upon satisfactory completion of the one-year course, the scholarship holders would be entitled to obtain a life license to teach a specific trade, industrial or technical operation. The annual salaries paid vocational teachers after a period of experience now range from \$1,800 to \$3,500.

The announcement of the scholarships offer says "male applicants must have had not less than five years of good, all-round journeyman experience, in addition to apprentice training." Women must have had five years of practical experience, of which not more than one year shall have been as an apprentice. Men should preferably be not less than 23 nor more than 38 years of age; women not less than 21 or more than 35. Applications for the scholarships are available at the Division of Vocational and Extension Education, State Department of Education, Albany.

CONTRACTS AWARDED FOR HIGHWAY GRADERS

Olympia, Wash., April 6.—Contracts for fifteen additional graders for spring and summer improvement of graveled highways in different sections of the state have been let by the state Highway Commission at a total cost of \$25,000. Gilbert graders and frames will be supplied by the Howard Cooper Corporation of Seattle, which will also furnish three International Motors Company tractors.

The Ford Motor Company will supply twelve Fordson tractors to be operated in combination with the graders. The Puget Electric Welding Company of Seattle will furnish all of the grader wheels. Magnets for the machines will be furnished by the Sunset Electric Company of Seattle.

Rumania Boosts Import Tariff

Washington, April 6.—Important increases in the Rumanian import tariff will be introduced under the provisions of a royal decree effective April 1, 1926, according to cablegram from Acting Commercial Attache Sproull Fouche at Bucharest.

Automobile duty rates will be increased 100 per cent. to 300 per cent., spare parts for automobiles will be approximately doubled and motorcycles will be increased 300 per cent. Increases on agricultural machinery range from 33 per cent. to 500 per cent.

The new duties on automobiles will be as follows, expressed in gold lei per 100 kilos: Autos weighing less than 1,000 gross kilos, 27; weighing from 1,000 to 1,700 gross kilos, 40; weighing over 1,700 gross kilos, 67. By the same decree, effective April 1, 1926, one gold lei will be made equivalent for customs purposes to 30 paper lei, instead of 40 paper lei as at present.

Accessory Mfrs. Predict Prosperous Season Ahead

BUFFALO, N. Y., April 6.—Accessory manufacturers here are united in their optimism over the outlook for late spring and summer business from a national standpoint.

The past two weeks have shown great improvement in volume of sales, and indications are that the trade is on the brink of a very prosperous summer business.

W. A. Clare, sales manager of the Houde Engineering Company, is especially optimistic. He has just returned from a business trip through the West and Southwest, and said that this part of the country is in a very prosperous state, and the automotive industry there is booming.

"We are experiencing an exceptional demand for the Houdelle shock absorbers," Mr. Clare said. "Shock absorbers for buses just now are in especially good demand. These orders are increasing all the time. We are running on a heavy production schedule for all types of instruments and, so far as I can see, there is no indication of let-up."

Mr. Clare said that the March business shows a good increase over that of the previous month, and the first three months' output of this year is fully 50 per cent. greater than for the same period of 1925. "I do not find business spotty," he said, "it is good in practically every section of the country, but I was especially impressed with the optimism of the Middle West."

The Stewart-Warner Corporation's accessories also are in good demand in this district, according to Joseph Denby, manager of the western New York and northern Pennsylvania district. The last two weeks show a good increase over volume of any previous period since the holidays, he said.

"One consoling fact of this increase is that it is on a healthy basis," he said. "We are convinced that there is nothing of the boom condition here; we have passed through a dull season, and are now on the brink of a good accessory season. Indications are that there will be a gradually increased demand for all kinds of accessories from now on through the summer."

Trico Products Corporation likewise is passing through a very prosperous season, according to J. R. O'Shay, vice-president of the company. "There has been a healthy improvement in our accessories sales throughout the entire country for the last two weeks," he said. "The outlook is very good for the next four or five months, and I am convinced that this year will close with a substantial increase in profits over 1925."

LITTLE, VICE-PRESIDENT OF COPELAND PRODUCTS

Special from A. D. N. Detroit Bureau
Detroit, April 6.—T. J. Little, Jr., president of the S. A. E., has been made vice-president in charge of engineering and development of Copeland Products Incorporated, maker of electrical refrigerating equipment.

Mr. Little was formerly chief engineer of the Lincoln division of Ford Motor Company. He began his engineering career as a lighting expert and was for fourteen years chief engineer of the Welsbach Company. His research along the line of gaseous combustion led to his associating himself with the automotive industry and he joined the Cadillac organization as research and experimental engineer. He became a member of the Lincoln engineering staff and was chief engineer when he resigned recently.

AUTO WORKERS IN STRIKE

Paris, April 6.—About 8,000 of 20,000 workers in automobile and other factories in northwestern suburbs of Paris are affected by strike called by Unitary Steel Workers Syndicate, a communist organization.

Marmon Makes 2 New Appointments

Indianapolis, April 6.—Two appointments have just been announced by R. B.

Little, factory manager of the Marmon Motor Car Company, R. K. Mitchell being named as the new production superintendent in the automobile division, and J. W. Anderson being made mechanical superintendent.

Mr. Mitchell, who has had wide experience along automotive lines, will have charge of the maintenance, assembly, sheet metal, painting, receiving, shipping, machine and sub-assemblies departments, in addition to the production control.

All tool and time study departments will come under the charge of Mr. Anderson, who is considered by Marmon officials as being well fitted for his work in the mechanical departments. These departments include tool cribs, tool manufacturing, tool design and planning, tool stores and time study and efficiency.



J. W. Anderson

Financing by Auto Companies Spreads

Montreal, April 6.—It is reported that one of the finance companies handling installment sales of automobile paper in Canada has decided to withdraw from the field and wind up its affairs. The move is significant, and reflects the growing importance of the entry of the automobile manufacturing companies into the field of financing automobile sales.

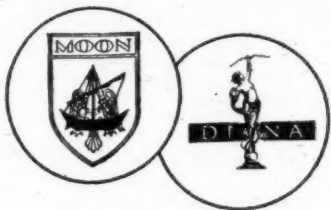
Most of the larger automobile companies have either worked out their own financing plans in the last year, either operating through subsidiary financing companies or through independent companies, with whom they have arranged favorable terms.

Whichever method has been adopted, the terms that have been made available to the general public have been much more favorable than were obtainable from the independent companies that formerly controlled the field, and the latter have been forced to meet the competition, in some cases at considerable loss of revenue and profit.

SHEDD IN CHARGE OF BOSCH DETROIT BRANCH

Special from A. D. N. Detroit Bureau
Detroit, April 6.—Charles L. Shedd, formerly in charge of the Detroit branch of the American Bosch Magneto Corporation, has been transferred to Chicago, in charge of that branch. He is succeeded here by Elliott S. Hanson, formerly assistant manager at the Chicago branch.

Every 2 1/4 seconds, somewhere in the world, some one buys a Dunlop Tire.



MOON-DIANA

Make Money With Moon

A 36 per cent. increase in 1925. 600 per cent. increase in six years. 42,050 cars valued at \$52,266,350.37.

40,000 of them on the road today. All of them definitely better cars at the lowest price for quality—and we actually loan you the money to buy the cars.

That's why dealers make money with the Moon-Diana line. And why you can too. Write us, and find out how and why.

Wire or Write for Particulars

Stewart McDonald
STEWART McDONALD,
President.

MOON MOTOR CAR COMPANY
ST. LOUIS, U. S. A.

MAKERS OF MOON SIXES AND DIANA EIGHTS

Activities in the Passenger Car Field

New Car Demands At Philadelphia Cut Down Stocks

Philadelphia, April 6.—So insistent has been the demand here for new car models, especially those of medium price, within the past week that in some instances distributors' stocks have been virtually cleaned out and deliveries held up.

A notable phase of the week's business was the small number of exchange cars traded in, in proportion to the number of deals. One distributor of medium-priced automobiles, who sold 101 cars in a single day, reported that only 30 per cent. of these sales involved taking the customer's used car.

Stocks, on the whole, are small, particularly in medium and low-priced cars. Distributors and dealers in high-priced automobiles say that business is in excellent shape with sales volume normal to a little above.

The Thornton-Fuller Automobile Company, distributor of Dodge cars, reports that for the last week or ten days the supply of new models has not been equal to the demand, and that the delivery department has been practically swamped, with general business at least 50 per cent. ahead of this time last year. For the week beginning Mar. 29, 266 passenger and commercial cars were sold. The company reports few used cars on hand. There has been a quick turnover in this department also.

Willis-Overland, Inc., reports business in excellent condition, with wonderful sales within the last ten-day period. Wholesale stocks having been reduced to practically nothing, and with retail stocks getting very low.

The used car stock has had an exceedingly rapid turnover.

Petersen Motors, Inc., Jordan distributor, reports business for the last week good, with normal conditions prevailing. No used cars, to speak of, are now on hand.

The Chevrolet Motor Company's wholesale office reports notable sales for the last week or ten days, with virtually no new car stock on hand for distribution and deliveries held up a little. "We have been unable to keep step with the demand," was the word from this source. Used car stocks have been selling proportionately with new cars.

Hartford Deliveries Show Big Increases

Hartford, Conn., April 6.—Delivery of cars by local dealers last week in greater numbers than in any past year at the same time was quite generally reported. Most of the dealers have more orders on their books for later delivery than they have ever had at this season in any previous year, and all indications point to a record-breaking year.

Hudson and Essex cars are much in demand, as over 300 cars were sold and delivered in March as against less than half that number for the same months a year ago.

Inquiry of the dealers brings forth that all are keyed up for a heavy selling season, and in most cases there is a large stock of cars on hand. Some of the larger distributors have cars stored all over the city in expectation of a heavier selling season than ever before.

The used-car market is and has been for some time quite dull, although there is reason to believe an improvement will be noticed within the next week. One prominent dealer asserted that a week of warm and fair weather would reduce his inventory materially. Up to date the weather has been cold and open cars are not considered. There are larger used car inventories in many establishments than the circumstances warrant. At the present time some good values are to be had for a little money.

There is agitation in certain quarters to curtail used car trades this season, but inasmuch as the practice has become well established nothing is likely to come of all the talk to cut out the trades in. Past experience has shown that no set of dealers in this community will hang together on any set and fast rule as regards used cars.

STANDARDIZED SERVICE
Los Angeles, April 6.—Stanley A. Zweibel, service manager at the Marmon factory, recently visited the Pelton Motor Company, southern California distributor, where he instructed the mechanics for two weeks, instituting a standardized system of service. He is now in northern California where he expects to install the same system.

FORD SIX-ACT PLAY AT SEATTLE ENJOYED BY 300

Seattle, April 6.—More than 300 Ford dealers and salesmen witnessed the presentation of the six-act Ford play at the Warner Egyptian Theater here the other night. Employees of the Seattle branch staged the play and took the leading parts, while dealers from all points west of the Cascades attended. The play carries the audience through the various steps of selling a Ford car to a prospect.

F. W. Donoghue, assistant manager of the Seattle branch, played the role of dealer. T. W. Wheeler, branch wholesale manager, and A. A. McGinnis were the prospects. J. C. Donnelly was the salesman. Similar presentations of the show will be made throughout the territory covered by the Seattle branch.

Distributor Doings

NEW BRANCH OPENED

Spokane, Wash., April 6.—The Transport Motor Company is opening a distributing and retail branch at Pendleton, Ore., to handle the Overland and Willis-Knight lines there. Archie Taylor will have charge of the branch. The Johnson Motor Company is handling its Walla Walla territory through the newly organized Miller-Johnson Motor Company. August Johnson is handling Oldsmobiles, and Jack Miller being in charge of the Walla Walla concern.

SALES CAMPAIGN ON

Hartford, Conn., April 6.—The L. & H. Motor Company, Hupmobile distributor in seven of the eight counties in this state, has launched another intensive sales campaign. The force has been very active during the winter calling on prospects, and the good effect is now beginning to tell. The outside territory is being covered by Wholesale Manager C. E. Emery.

ASSOCIATE DEALER

Detroit, April 6.—The Industrial Sales Corporation of the Detroit district has been named as an associate Oakland-Pontiac dealer by G. A. Richards, distributor for this district. The firm is composed of John F. Galvin, George E. Farrant and J. F. Murray. Its quarters include 4,000 square feet of floor space, which will be doubled in the near future, it is announced.

USED CAR MANAGER

St. Louis, April 6.—Harry L. Lohrum has just been appointed manager of the used car department of the De Luxe Automobile Company of St. Louis, Olds distributor. He succeeds William P. Murphy who was appointed retail sales manager. H. L. Pieper has been made metropolitan sales manager and heads were appointed also for five new zone divisions into which the firm's territory is divided.

OAKLAND-PONTIAC MEET HELD FOR ELGIN DIST.

Elgin, Ill., April 6.—Twenty cities and towns were represented this week at the annual banquet of Oakland and Pontiac dealers of the Elgin district. Fifty sales representatives attended the meeting, held under the auspices of Nat L. Langellier and William P. Carpenter of the Elgin Motor Sales.

E. M. Kuebeck, Chicago district manager, addressed the meeting on "The Automobile Business." Other speakers were P. S. Smith of the General Motors Acceptance Corporation; A. J. Burt and J. H. MacClane of the Oakland Motor Car Company. New developments in the industry and details of the spring selling campaign were discussed.

A. R. Glancy Becomes "Chief Pontiac"



Pontiac, Mich., April 6.—Because the Oakland Motor Car Company honored the aboriginal American by naming its Pontiac Six line after one of its most illustrious leaders, Chief Pontiac, the Algonquin Indian nation capitalized the occasion of the recent visit of A. R. Glancy, president of the Oakland Company, to the Pacific Coast by taking him in as a chief of the federation.

When the plan was first presented by the Indian chiefs it was suggested that the ceremonies could be performed in the city park of Los Angeles. But the Indians would have none of it, stating that the whole ceremony would be one of profound secrecy, and chose a secluded spot in Monrovia Canyon.

Here, amid a primeval background of wild and exquisite beauty at the base of a mountain, blocked off and guarded by forest rangers to keep out all not connected with the secret rites, eleven Indian chiefs, many of whom had come

from a great distance, marched solemnly around the ceremonial fire, calling on their warrior gods. This part of the dignified ceremonies lasted for a half hour.

Mr. Glancy was not only adopted into the fourteen tribes comprising this federation, but also made a chief and given the name "Chief Pontiac." He is the second white man ever to be honored by these Indians.

Chief Willow Bird officiated at the ceremonies. Mr. Glancy had not learned of the gratitude felt by the tribes of this nation in the naming of a motor car line after their chief and was accordingly surprised when the chiefs came to him with their suggestion.

TO HANDLE HUPP LINE

Fullerton, Cal., April 6.—The Hall Motors, county distributor for Marmon cars, with headquarters in Santa Ana, have opened a branch dealership here and will handle the Hupmobile line.

Used Car Assn. at Seattle Under Way

Seattle, April 6.—The Seattle Used Car Managers' Association is now in full swing. Every day new additions are made to the membership list. D. S. McBirnie, secretary and treasurer of the association, reports the following "Roll Call" of the association to date:—

Washburn-Haines Company, Inc.; Chrysler, D. S. McBirnie; R. Knox Roberts Motor Company; Oakland-Pontiac, Art Farrant and L. R. Pittman; Nagelvoort-Stearns Cadillac Company, Cadillac, C. E. Arnold; W. L. Eaton, Dodge Brothers, Charles W. Simpson; Green-Porter Nash Company, Nash and Ajax, D. A. Fetta; Oldsmobile Motor Company, Oldsmobile, Jack Thornton; Central Agency, Inc., Ford and Lincoln, Frank Hart; Canal Motor Company, Ford and Lincoln, J. E. Collins; Hugh Baird, Ford and Lincoln, Frank Carpenter; Dunn Motors, Overland and Willis-Knight, C. E. Steele; Central Chevrolet, Inc., Chevrolet, A. R. Matlock; Westlake Chevrolet Company, Chevrolet, J. E. Sabarito and Bert Flack; Cascade Automobile Company, Marmon, Tommy Culvert; Packard Seattle Company, Packard, Max Whitcomb; Sunset Motor Company, Hupmobile, Tacy Watson; William O. McKay, Ford and Lincoln, Ray Wells and O. J. Anderson; Nuto Motor Company, Hudson and Essex, Harvey Goodrich; Willis-Overland Pacific Company, Overland and Willis-Knight, Henry Veale; Cover Murdock Motor Company, Chrysler, M. L. Cover; Showve Motor Company, Chrysler, Earl Showve; Nelson and Kellogg, Stanley Nelson.

NASH-AJAX MEET

Los Angeles, April 6.—Members of the dealer body representing Nash and Ajax lines listened to an instructive talk about the automotive industry at a meeting when Charles W. Nash, president of the Nash Motor Company, addressed the gathering. The banquet was given by the Troy Motor Sales Company, Southern California distributor. He was interested in conditions in this city which were pointed out by Robert S. Breyer, general manager of the Troy organization and president of the local dealers association.

for Economical Transportation



The training of dealers salesmen through specially prepared sales talks and films; the stimulus to sales thinking and planning, supplied by each of the thirty zone offices—these are but a few of the things done by Chevrolet to assure profitable business for Chevrolet dealers.

Touring - -	\$510	Sedan - - - -	\$735
Roadster - -	\$510	Landau - - - -	\$765
Coupe - - -	\$645	½ Ton Truck -	\$395
Coach - - -	\$645	(Chassis Only)	
		1 Ton Truck - -	\$550
		(Chassis Only)	

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

QUALITY AT LOW COST

1
9
2
6

XUM

News of the Accessories and Parts Field

Auto Textile Mills Busy in Cohoes

Cohoes, N. Y., April 6.—Reports from mills manufacturing products for the automobile industry show increased activity with prospects for continuation of capacity schedules for at least six months. With the recent addition of three new plants to the ranks of producers for the automobile trade it is now estimated that there are approximately 10,000 workers now furnished employment from this branch in the district.

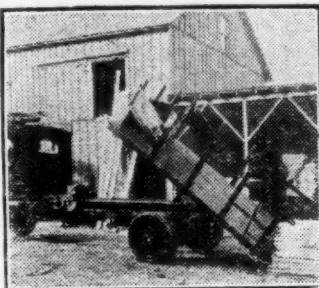
James R. Killian, agent of the Beaver Mills Corporation, manufacturer of the cord fabrics, stated today that important contracts have just been made which will insure full time operations for some time to come. The plant in this city and the branch at North Adams, Mass., have operated continuously day and night for the past two years to meet the demand for tire fabrics from the automobile trade. The company has just completed installation of several units of new machinery in its plants here which will permit of an increase in production.

The Laughlin Textile Mills, which recently completed large orders for the automobile trade, are planning to continue the manufacture of these products in addition to other lines. The mill is now operating at capacity. The company stated today that it had adopted a group life insurance policy for all employees in following out a welfare program.

New Automotive Equipment

This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

SNYDER SLIDER



A new self-unloading truck body has been put on the market by the Snyder Hoist and Body Company, of Baltimore, Md. The new body was invented by W. A. Randell and A. B. Coghane, both of Baltimore, is said to make the loading and unloading of building material especially easy, requiring little time and effort and affording minimum breakage.

The slider is being built to fit any truck. It consists of a hoisting apparatus which, when it reaches a certain angle, allows the entire body to slide backward until the tail gate is within three

LADY OF THE NILE



A new radiator ornament called the Lady of the Nile has been placed on the market by the Rainbo Accessory Company of Chicago, Ill. The new ornament is heavily nickel plated throughout and the Egyptian head is studded with beautifully colored jewels which sparkle in the sunlight and reflect light at night. The head is furnished separately or with the winged radiator looking cap, which is neat in appearance and conforms in design to the Egyptian head.

The ornaments are priced at \$6 to \$8.50 with wings and \$2.50 each without wings.

inches of the ground. The gate is then tripped and the load is laid down gently as the chauffeur drives away.

New Automotive Devices Flood Patent Office

Special from A. D. N. Washington Bureau

WASHINGTON, April 6.—Purk T. Gossett of Frankfort, Ind., has invented a "bucking" automobile and assigned the patent rights to Alonso P. Green and Robert J. Moran, both of Attica, Ind., according to the latest list of patents, made public today.

Alfred Moorhouse of Detroit is revealed as the inventor of a "motor vehicle," the Packard Motor Car Company having acquired the patent. A life-saving automobile fender appears as the creation of Ignatius B. Grimaldi, of Brooklyn, A. "hat rack for automobiles" is listed as the work of Henry L. Jacobson of San Francisco.

Design Patents

William B. Hawthorne, Chicago, radiator cap; William A. King, Memphis, Tenn., automobile body; Harold D. Reichard, Akron, O., assignor to Akron Standard Mold Company, tire tread and resilient tire; Henry F. Schippen, Akron, O., assignor to B. F. Goodrich Company, New York city, two design patents for tires.

Patents

Peder Enkken, St. Paul, Minn., stabilizer for motor vehicles; Clifford D. Drescher and Chester R. Orrison, Villa Grove, Ill., anti-skid chain for motor vehicles; Washington L. Dulany, Woodstock, N. Y., demountable rim; Charles H. Houston, Tex., combination anti-implement and gauge; Franklin W. Stewart, Chicago, windshield cleaner; Henry Hellweg, Milwaukee, assignor to E. Richey, Cleveland, O., and Edward E. Richardson, Maumee, O., floor mat for automobiles.

William H. Hoyt and Swart B. Mann, Cnonta, N. Y., motor vehicle windshield; Bronislav Karasiewicz, Cleveland, brake lining fastener for automobile brakes; John E. Binn, Nashville, Tenn., assignor of one-half to Orlie Bell, combined signal and license plate holder for vehicles; Walter P. Budd, Pittsburgh, motor vehicle; Charles R. David, Tiernan, Ore., tractor cultivator; Frank Foley, Clarkburg, W. Va., tilting shade dimmed headlight; Darius T. Phillips, Chicago, combined tractor and road vehicle; Albert R. Goldrick, Cleveland, assignor to Albert E. Hodgins, vehicle spring cover; Nathaniel G. Warth, Gallopis, O., muffler for automotive engines; Thomas Wilkinson and William Wilkinson, Oakland, Cal., disk wheel; Alfred Moorhouse, Detroit, assignor to Packard Motor Car Company, motor vehicle.

James D. Tew, Hudson, O., assignor to the B. F. Goodrich Company, New York city, apparatus for making tire casings; David Baughman, Pittsburgh, Pa., signaling apparatus for motor vehicles; Frank A. Bond, Pittsburgh, assignor to United States Chain and Forging Company, anti-skid device; Harry B. Buss, Merrill, Wis., utility tool for automobiles; Colin B. Dale, Milwaukee, shock absorber spring; Benjamin O. Edgerton, Denver, air control for vehicle radiators; Anna E. English, Philadelphia, traffic semaphore; James A. Fox, Warren, O., signaling device for motor vehicles; Thomas H. Hale, Spokane, Wash., directing indicator; Rupert H. Lamm, Cincinnati, shock absorber; Harris F. Loukes, Stockton, Cal., headlight reflector.

Purk T. Gossett, Frankfort, Ind., assignor to Alonso P. Green and Robert J. Moran, both of Attica, Ind., bucking automobile; John B. Rauen, Los Angeles, assignor to United States Bumper Company, bumper.

Francis Joseph Smith, New York city, automobile spring; Frank J. G. Duck, Scranton, and Rowland Bentley, Dunmore, Pa., automobile tire carrier; Thomas I. Temple, Indianapolis, signal; William P. Campbell, Marceline, Mo., assignor to John H. Lane, Kansas City, Mo., automobile steering mechanism; Henry L. Jacobson, San Francisco, hatrack for automobiles.

Frederick C. Leavitt, Los Angeles, auxiliary air spring; Albert Schumacher, Wallingford, Conn., timing mechanism for automobiles; Oscar E. Swanson, Minneapolis, assignor to one-half to Floyd G. Bean, mold for curing tire casings; Harry Willshaw, Buffalo, assignor to Dunlop Tire and Rubber Corporation, method and apparatus for manufacturing of cushion tires; William C. Carr, Buffalo, assignor to Automatic Transportation Company, industrial truck.

Michael Evans, Philadelphia, spark plug; Ignatius B. Grimaldi, Brooklyn, life saving automobile fender; Henry Koch and Friedrich H. N. Wohlers, Jamaica, N. Y., assignors to Dictograph Products Corporation, loud speakers for vehicles; David G. Lorraine, Los Angeles, method and apparatus for separating gas and oil; Harley P. Murray, Conshohocken, Pa., assignor to Lee Tire and Rubber Company, tire band expanding machine.

Milton D. Campbell, Cincinnati, assignor to the Perkins-Campbell Company, radiator protector; Robert Malcolm, Chicago, sockets; Charles F. Rubsam, Jackson, Mich., assignor to Rubsam Corporation, demountable rim wheel; Guy A. Countryman, Ashland, O., vehicle jack; Bertram J. Grishby, Park Ridge, Ill., assignor to the Appleton Electric Company, Chicago, inside controlled vehicle search light; John G. Hagkart, Jr., Alma, Mich., assignor to Detroit Patents Holdings Company, Detroit, vehicle chassis.

John W. Heiney, Allentown, Pa., assignor to International Motor Company, New York city, step for vehicle bodies; William R. McGownen, Chicago, assignor to United States Chain and Forging Company, Pittsburgh, vehicle bumper; William R. McGownen, Chicago, assignor to United States Chain and Forging Company, Pittsburgh, fender guard; Joseph G. Davis, Dallas, Tex., assignor of one-half to Louis L. Thalheimer, retractor.

Edwin H. Haney, San Bernardino, Cal.,

Camping Outfits Proving Live Sellers

San Francisco, April 6. (U. T. P. S.)—The lure of the outdoors has already hit San Francisco, which has been basking in summer weather for the last week, with the result that accessory dealers, are selling camping equipment in large volume at a much earlier date than usual.

The Western Auto Supply Company's store, at Golden Gate Avenue and Hyde Street, which has space for a large display of camping equipment, is finding that its big increase in sales is in outdoor equipment for motorists. The Western Auto's 11x11 palmetto tent is the popular number, but another big seller is a square two-door tent, which makes it possible for two families to occupy the same tent in complete privacy, each having its own entrance, by the simple expedient of setting up a partition in the center of the tent.

The Levin Auto Supply Company, at its new quarters on Market Street, is also making many sales in camping equipment of all kinds.

The business of the San Francisco house of the Pacific Automotive Service, Polk and O'Farrell Streets, has been so good during March that H. R. Curtis, general manager of all Pacific stores, started out this week on a survey of the territory to find out why the other stores are not doing as well. The Pacific firm has found an excellent number in the new Gabriel snubber sets for Ford cars. Another big favorite is the Spiltdorf spark plug that sells for 50 cents. Sales of purulators have continued well, despite the fact that sixteen standard makes now come factory-equipped with the device. The business of the San Francisco store has increased more than 50 per cent. over February and is leading last year's sales for March by a comfortable margin.

The Weinstein-Nichols Company, jobbers, continues to find that its country business is increasing rapidly, while the city trade is only slightly above normal. Tire repairs kits and parts are in most demand from out of the city. Among the new accessories being featured this month is a flexible garage light cord and a casing and tire repair outfit. The Weinstein-Nichols Company has felt the effect of manufacturers equipping their cars almost completely with accessories, the same as other dealers, but has contrived to keep up its volume of sales by adding special lines, such as a more completed stock of parts, batteries and radio equipment.

HASSLER INCREASES ITS DISTRIBUTING ORGANIZAT'N

Indianapolis, April 6.—Robert H. Hassler, Inc., announces a greatly increased distributing organization in recent weeks with the appointment of seven new distributors at the following places:

The Hassler Minnesota Company, 413 North Franklin St., St. Paul, Minn.; Hassler Cleveland Company, 2024 East 7th St., Cleveland; Hassler Cincinnati Company, 215 East 7th St., Cincinnati; Hassler South East Company, 224 Adams St., Jacksonville, Fla.; Clark Equipment Company, 65th Street and West End Avenue, New York city; Buffalo Ignition Sales, Inc., 1439 Main St., Buffalo; Kirk Auto Supply Company, 226 West Genesee St., Syracuse, N. Y.

Hassler production has been increased during the last thirty days and retail sales in various territories have been reported unusually active for this season.

speed warning and indicating device; Albert W. Nordren, St. Paul, Minn., assignor to Marquette Manufacturing Company, fender guard and support; Arthur F. Parker, Edgar H. Hewitt and Samuel E. Watkins, Philadelphia, Pa., demountable wheel rim; Wallace H. Paul, London, Eng., assignor to Dunlop Tire and Rubber Corporation, Buffalo, tire and rim.

Matthew L. Tippet, Olney, Ill., towline; Matthew R. Hull, Connerville, Ind., assignor to Rex Manufacturing Company, door for automobiles having demountable tops; Murray A. Kane, Johnstown, Pa., luggage carrier; August H. Lelpert, New York city, assignor to International Motor Company, cushion connection for vehicle construction; Percy T. Lenoir, Hattiesburg, Miss., bumper.

Fred L. Lipcot, New York city, assignor to Rubber Shock Insulator Company, Inc., cushion connection for vehicle construction; Andrew J. Schrade and Elmer Johnson, San Francisco, garage-dog-opening device; Louis H. Petrus, Kansas City, Mo., sanding device for motor vehicles; Thomas R. Davis, Fairfield, Conn., assignor to Eastern Malleable Iron Company, Bridgeport, Conn., cast-metal vehicle wheel; Vincent Hillford, Newark, N. J., control mechanism for automobiles.

More than
900 dealers
have acquired the
Double-Profit Franchise
in the last seven months



Since the fiscal year of the Oakland Motor Car Company opened on August 1st, 1925, more than 900 new dealers have signed Oakland-Pontiac selling agreements.

Of these over 300 have signed since January 1st. The introduction of the Pontiac Six at the National Shows, adding impetus to a movement already pronounced, is still bringing new applications in abundance for this Double-Profit Franchise.

In these emphatic figures, alert and progressive dealers have registered their enthusiastic approval of these fine companion Sixes—the Oakland and the Pontiac—and of the franchise under which they are sold.

These facts prove dealer acceptance just as the record of recent sales proves public acceptance of the Oakland Six and the Pontiac Six.

Two factors supply the motive power for this decided dealer preference. First is the public demand for these two cars. Second is the scope of the Oakland-Pontiac dealer agreement. In it, dealers have found the terms and the discounts they wanted—have found assurance of permanent prosperity.

Investigate this double-profit franchise for yourself. Learn why live motor car merchants are hastening to avail themselves of its advantages and possibilities.

OAKLAND MOTOR CAR COMPANY, PONTIAC, MICH.



**OAKLAND—PONTIAC
SIXES**

With Tire, Truck and Auto Bus Trades

FARM MACHINES OFFSET HORSES

N.W. States Now Show
Gain of 21,000
Tractors

MINNEAPOLIS, April 6.—Substantial increase in the use of power machinery and vehicles on farms in Minnesota, Montana and the Dakotas has accompanied the decrease of 500,000 or 15 per cent. in the number of horses, mules and colts on farms in these states from 1920 to 1926.

This statement is made in the monthly review of agricultural and business conditions in the ninth Federal reserve district, just issued by the reserve bank here.

"The number of passenger cars on farms in these states increased from 236,000 in 1920 to 348,000 in 1924, a gain of 112,000 cars," the review stated. "The number of tractors in use in the three states, Minnesota and the Dakotas increased from 41,000 in 1920 to 62,000 in 1925, a gain of 21,000 tractors."

"If it be assumed that each motor vehicle and tractor replaced two horses on the farm, the increase in the use of motor vehicles and tractors shown above would have replaced 282,000 horses. If figures available showing the increases between the latest data cited above and the present time in the use of this equipment are correct, the replacement of mature horses would probably run well over 300,000 head."

"The remainder of the decrease in the number of horses and colts on farms is partly due to a decrease in the number of colts being raised, which has shown a greater proportional decrease than the decline in mature animals, and partly to the improvement in the condition of roads and the change in the type of farming which has been going on since 1920."

New Bus Terminal Dedicated in N. C.

Charlotte, N. C., April 6.—Establishment of interstate bus lines in the immediate future was predicted by S. A. Markel of Richmond, Va., a member of the transportation committee of the American Automobile Association, in an address at a dinner incident to the formal opening of the new bus terminal here.

Plans for the establishment of a bus line from Atlanta, Ga., to Washington, D. C., have been approved by the Interstate Commerce Commission, Mr. Markel said. This line, when established, will pass through Charlotte.

Col. T. E. Kirkpatrick, president of the Charlotte Chamber of Commerce, in his address accepting the bus terminal for the city, declared he believes conditions are favorable for a continued rapid growth of the motor bus transportation industry in this territory.

SEIBERLING CO. NAMES ITS BUS TIRE DEALERS

Akron, O., April 6.—Following out the policy of the Seiberling Rubber Company in selling only through the local dealer on commercial business the company announces that it has secured the following contracts for its dealers on bus requirements:—

Gary Street Railway Company, Gary, Ind.; Safety Motor Coach Company, Grand Rapids, Mich.; Southern Kansas Stage Lines, Wichita, Kan.; Cleveland Street Railway, Cleveland, O.; Indiana Motor Bus Company, Plymouth, Ind.; United Electric Railway, Providence, R. I.; Cincinnati Motor Bus Company, Cincinnati, O.; Salt Lake Transportation Company, Salt Lake City, Utah; Rocky Mountain Transportation Company, Denver, Col.; Blue Ridge Transportation Company, Hagerstown, Md.; Central Transportation Company, Trenton, N. J.; Black and White Transportation Company, Tulsa, Okla.

Canada's Output Of Tires Last Year Worth \$37,350,741

MONTREAL, April 6.—Development of Canada's rubber industry, and particularly of the tire industry, has been so rapid as to raise it to one of the principal manufacturing industries in the Dominion.

Raw rubber is admitted duty free, but manufactured articles are subject to a duty, both for revenue and to protect and encourage Canadian industries.

Rubber tires for vehicles, and vehicles bearing rubber tires, are subjected to a general duty of 35 per cent. and an intermediate duty of 30 per cent. Under the British preference the duty is 22½ per cent., and under the treaty with France 30 per cent. less 10 per cent.

Rubber cement and all manufactures of India rubber and gutta percha are subject to a general duty of 27 per cent.; intermediate duty, 25 per cent.; British preferential duty, 15 per cent., and French treaty duty of 20 per cent. Rubber-coated cloth is 30 per cent. general and 27½ per cent. intermediate, 20 per cent. British and 27½ less 10 per cent., French.

Certain fabrics and other materials entering into the manufacture of rubber goods pay duty. In the case of cotton fabrics there is a drawback of 99 per cent. of such duty, when the finished article is exported.

Canada imports most of its rubber raw, either direct from the Far East or through Great Britain or the United States. There are also extensive imports from the United States of rubber waste and of those rubber goods in which the United States has attained pre-eminence. The collection of scrap plays an important part in the rubber industry, and now supplies a considerable part of the annual requirements, at least when raw rubber is high in price.

While imports of manufactured goods are back where they were ten years ago imports of the raw material have doubled in value, and the actual quantity of crude rubber imported has increased by several times, which indicates the rapid growth of the manufacture of rubber goods in the Dominion.

In 1920 the gross value of the production of rubber articles in Canada was \$30,717,308, net value \$38,879,108. In 1924 it had slipped down to a gross \$57,411,446, net \$32,892,210. Tires and tubes, however, rose from a value of \$22,045,714 in 1920 to \$28,561,651 in 1924, and jumped to \$37,350,741 in 1925.

Of the 38 plants in operation at the end of 1924, 28 were in Ontario, 8 in Quebec and 2 in British Columbia. Listed according to products, the number of concerns manufacturing tires and tubes only was 5; those making tires and other rubber products, 6; those making tires and footwear, 2; footwear only, 7, and footwear and other rubber products, 3. Factories making rubber products other than tires and footwear numbered 15.

NEW ENGLANDER TAKES FIRESTONE'S COURSE

Waterbury, Conn., April 6.—Albert Demenske of A's Tire Shop is the one Firestone representative in New England to be chosen to attend the Akron school to which men from all parts of the country are invited. He has just returned from a four-week period of study at the Firestone repair school, studying especially the new methods of tire vulcanizing which have just been evolved by the Firestone Company. During his stay there he worked eight hours a day on the new process.

MOTERING IN SWITZERLAND. In the view below is shown a Swiss post automobile passing a romantic section of the Ofen Pass leading from Zerne in the Lower Engadine to Munster.



BIG TIRE CONTRACT

Los Angeles, April 6.—The Samson Tire and Rubber Company has just been notified by the California state purchasing agent that it has been awarded the contract to sup-

ply all pneumatic tires for use by state-owned cars. The contract involves an estimated purchase of \$150,000 worth of tires not only for passenger cars, but pneumatics for trucks and buses as well.

SUPERIOR TIRE CORP. SHOWS BIG INCREASES

Chester, W. Va., April 6.—The Superior Cord Tire Corporation of this city in 1925 showed substantial gains over 1924, the sales increases averaging 312 per cent. monthly over the previous years. The company now has 700 active dealers covering thirty-six states. Profits for 1925 also set a new record, being over two and a half times the earnings of 1924, according to President Jackson D. Comstock.

A. F. Alexander, formerly in charge of Chicago sales for the Seiberling Rubber Company, has been named sales manager, succeeding R. S. Koehler, Jr. Production at the local plant is now more than 900 tires daily.



TRUNKS For All Cars

There is a Weisman trunk for every standard automobile. Send for catalog sheets. Weisman Luggage Mfg. Corp. Syracuse, N. Y.



So great have been the successes of the Hupmobile Six and the Hupmobile Eight

—that it seemed as though the world had been waiting until Hupmobile should offer other types of engineering as good as or better than the old.

HUPMOBILE EIGHTS and SIXES



Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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Speculation and Business

TIME was when a bear market in Wall Street sent the whole country into spasms of apprehension and retrenchment. The stock market was considered as the mirror of business to such an extent that its gyrations were supposed to indicate the immediate course of industry.

For some weeks Wall Street has been in the throes of a bear market that would once have been called a panic, yet business in general and the automotive industry in particular have not quivered. It is generally understood today that speculation and the movements of stocks are governed, if we can use a word so stable regarding behavior so erratic, by forces having little to do with the currents of ordinary business.

In spite of the downward plunge of stocks, all the big automotive manufacturing organizations report business for the first months of the year as being far ahead of the same period in 1925. Hudson-Essex, Chevrolet, Dodge Brothers, Buick, Cadillac, Overland, Olds, Oakland and Ford are running from 50 to 75 per cent. ahead of their 1925 records for the first three months. The year opens with every indication of a splendidly increased business.

Under this condition probably lies a public understanding that the financial structure of America is now on so stable a basis that it takes much more than the thumpings and trampling of bulls and bears to shake it.

There seems to be a tendency in some quarters to sit back and assume that the rubber situation has entirely cleared up and that we are assured of plentiful supplies of cheap rubber and cheap tires. Rubber production is not yet on a level with what demand is likely to be when the motoring year gets actively under way. The situation is still loaded with dynamite and the need for conservation is real. Spot rubber prices are fluctuating and almost anything may happen. Save rubber.

The Air Glidden

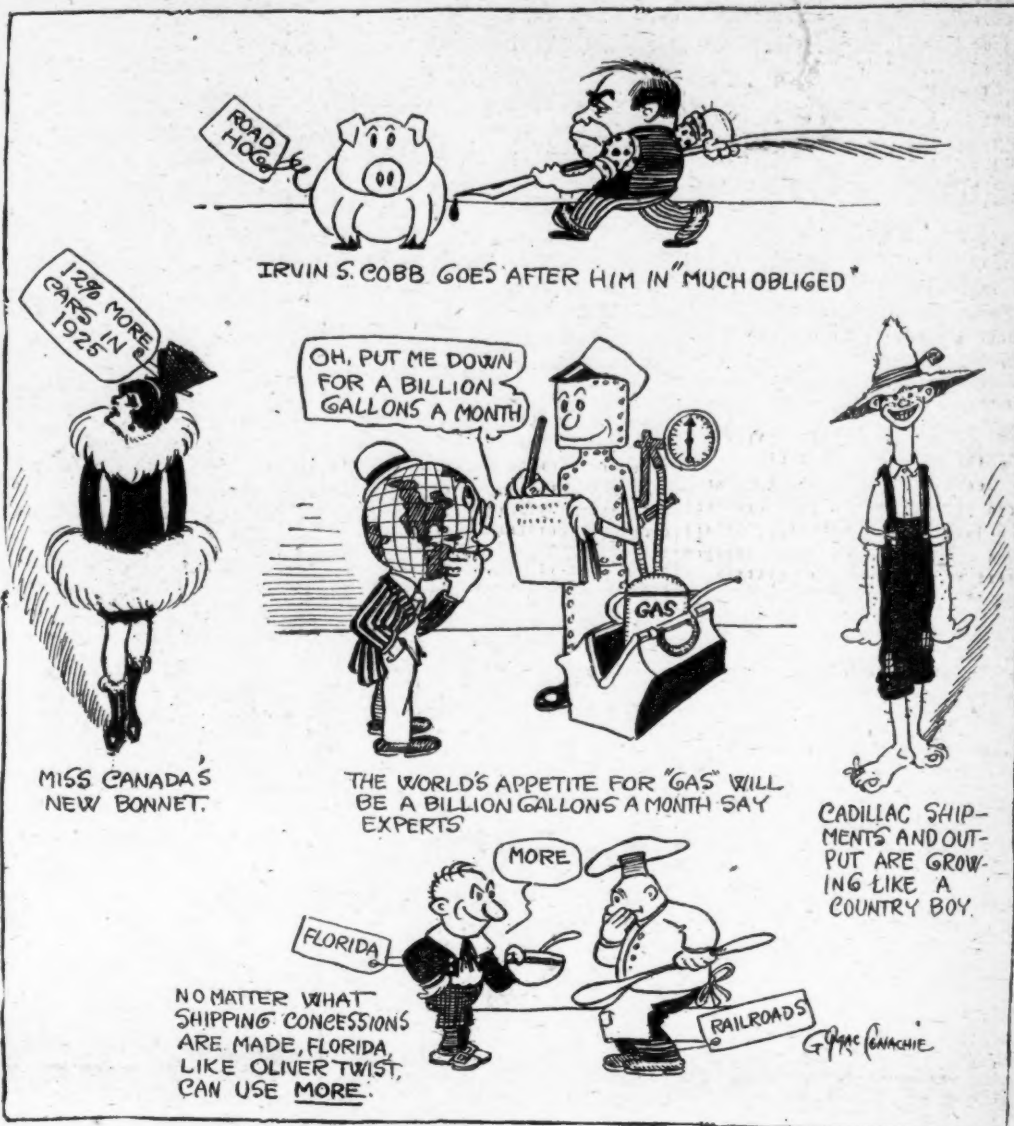
IT is only a few years ago that the yearly Glidden tours were outstanding features of the motoring season. Fundamentally the Glidden tours were run for the express purpose of convincing the country that the motor vehicle was a durable, trustworthy and reliable vehicle, worthy of the confidence of all classes of prospective purchasers. When all these facts had become an understood matter in the American mind, the Glidden tours ceased to be a necessity and were abandoned.

Today the annual aircraft tour, started last year, and competing for the Edsel B. Ford trophy, takes the place of the oldtime Glidden. The event is sponsored by the Detroit Aviation Society, of which William B. Mayo is president. The tour this year is to be made somewhat more elaborate than the initial event a year ago. Most of the makers of commercial planes in this country will make entries. The aircraft proceed from city to city, their daily flights offering convincing proof of the durability, trustworthiness and reliability of commercial aviation craft.

How long will it be before the general acceptance of commercial aviation renders this yearly reliability tour, for that is exactly what the event amounts to, unnecessary? No man can say, but the strides that are being made in this new branch of transportation indicate that the period of probation may be shorter than most of us might be inclined to believe.

Gas is about to rule where Thespis once held sway. The historic Chatterton Opera House in Springfield, Ill., is about to become a garage. In this theater Otis Skinner gave a farewell performance just a couple of years ago, and many of the leading actors of America and Europe have held forth upon its boards. The event might be termed a reversion from lung power to horse power.

Here and There in the Trade Headlines—by MacConachie



N.S.P.A. TO PUBLISH BUSINESS MANUAL

Work Designed to Help Replacement Parts Jobbers

DETROIT, April 6.—The merchandising and standardization committee of the N. S. P. A. met last week in the Roosevelt Hotel, Washington, D. C., and adopted for publication a manual of standardized practice of merchandising, administration and business control.

Robert Macfee, secretary of the committee and assistant manager of the association, who wrote the manual and designed an accompanying system of records, says the work has been written and designed especially for the use of jobbers of replacement parts.

The easy methods, employed in the system and the simplicity of explanation in the manual, it is claimed, make it possible for the entire work to be performed by an every day clerk or bookkeeper who can understand simple English, thus reducing the cost of operation to the minimum.

The following are some of the subjects covered by the Manual:—
Business Control for the "Boss."
Merchandising Helps.
Sales Helps.
Bookkeeping and Accounting for the Office.
How to Run the Store.
Complete Stock Control (which is more than a perpetual inventory).
How to Purchase.
How to Conserve Invested Cap-

ital, and assure a Profit to the Business.

Every step in every operation is said to be fully explained in simple language so that the jobber using the system will not be troubled with "high hat stuff" and the initial expense of installation to members of the association is far below anything on the market today.

It is expected the first edition will be off the press in about six weeks.

METAL PRODUCTS CO. IN NEW QUARTERS

Flint, Mich., April 6.—The Metal Products Company, which has just completed moving its factory from Beach Street into a unit of the Dort Motor Car Company plant on West Water Street, has resumed manufacturing operations.

It specializes in manufacturing various parts for automobile factories, besides doing tool, die and jig work.

Automotive Daily News BUYERS' DIRECTORY and GUIDE

PUNCTURE CURE

THIS
will pay your RENT!

22,000 miles, 8 nails—yet tire still hard. Just tell your customers. They'll BUY. EEZEE pays complete shop overhead for H. J. of Detroit. Write for sales plan and discounts. No obligation. EEZEE Mfg. Co., 1111-13 S. Broad St., Philadelphia, Pa.

EEZEE Puncture Cure

FLEET OWNER LISTS

Get Some Fleet Owner Business
LARGE VOLUME
ALMOST NO CREDIT RISK
Referring to Nationally Known Fleet Operators who are "repeat order" buyers of your product is a powerful sales argument.
Ask about my list.
MORRIS B. MACHOL, 1817 B'way, N. Y.

VENTILATORS

POSITIVE VENTILATION FOR CLOSED CARS

THE NICHOLS-LINTERN CO.
7960 Lorain Ave., Cleveland, Ohio

MASCOTS

ARTISTIC RADIATOR ORNAMENTS

With and without lights. 100 new models. Write for samples and catalogue.
IRVING FLORMAN CO.
153 Lafayette Street
New York City

Only \$3.75 for an "Ad." or Business Card the Same Size as the One on the Left, on a 52-Time Basis.

Write for Details

Dealer Activities

NEW CHEVROLET DEALER OPENS IN OLEAN, N. Y.

Olean, N. Y., April 6.—Murray & Page is a new Chevrolet dealership here at 408 North Union St. William M. Murphy is sales manager and Kenneth R. Page manager of service.

DEALER IN EVANSVILLE CHANGES FIRM NAME

Evansville, Ind., April 6.—The Schliensker Auto Company, Jewett and Gray dealer, will hereafter be known as the New Day Auto Company, A. J. Schliensker, manager, announced.

TO SELL CHRYSLER CARS IN COLORADO COUNTY

Denver, April 6.—B. F. Early, formerly of Greeley, Col., and who has been in Laramie, Wyo., for the past thirteen years and engaged there in the furniture business, is to return to Greeley early this

month to take the Weld county franchise for the Chrysler car. He has had previous experience in the automobile business.

DEALER IN ROCKFORD GETS GARDNER FRANCHISE

Rockford, Ill., April 6.—An announcement was made today that the Gardner line of automobiles would be represented here, the West End Garage, 2500 West State St., having secured the Winnebago county dealership.

NEW OAKLAND-PONTIAC DEALER IN MILWAUKEE

Milwaukee, April 6.—The Bitter Motor Company at 508 12th St. has just been appointed dealer for Oakland and Pontiac cars, according to an announcement today by the Hokanson - Thompson Company, Oakland - Pontiac distributors in this territory. W. C. Bitter is sole proprietor of the firm and will have personal supervision.

FLORIDA GAS TAX NETS \$1,067,393 IN FEBRUARY

Tallahassee, Fla., April 6.—Ernest Amos, state controller, has just made public figures showing that Florida collected \$1,067,393.49 on its 4-cent gasoline tax for the month of February. The fund, to be applied to the road system, will be distributed between the state Road Department and the counties, the former to receive \$800,020.12 and the counties \$266,673.37.

Fire Losses

NINE AUTOS DESTROYED

Seymour, Wis., April 6.—Fire loss estimated at about \$10,000 was sustained by Bunkelman's Auto Livery here. Nine automobiles were destroyed, including one motorbus operated by the proprietor, W. F. Bunkelman, on the Appleton-Seymour route. Accessories and tires also were burned.

Personal Items

GROVES MAKES ADDRESS

Atlanta, Ga., April 6.—"Conditions in the automobile industry and progress made in marketing used cars" was the subject of an address made by I. B. Groves, district manager of the Ford Motor Company, before the general membership meeting of the Atlanta Automobile Association.

SEYFFER IN NEW YORK

New York, April 6.—C. J. Seyffer has been appointed assistant manager of the New York branch of the Ford Motor Company, replacing C. A. Esslinger, who left to take the managership of the Cincinnati branch.

BLUM IN NEW POST

St. Louis, April 6.—Harry L. Blum has just been placed in charge of a newly opened used car salesroom of the Flint-Chevrolet Company here at 4867 Easton Ave.

YEAGER CREDIT MANAGER

Salt Lake City, April 6.—H. L. Yeager is the new credit manager

GOOD ROADS CONVENTION INTERESTS ALL STATES

Santa Monica, Cal., April 6.—Delegates are expected from every state in the Union during the fourteenth annual convention of the United States Good Roads Association, which will meet in conjunction with the Bankhead National Highway Association and the United States Good Roads Show, to be held here from June 7 to 12. Fourteen governors have promised to attend the convention, and forty-five governors have promised to appoint delegates, according to Gen. J. A. Roundtree, director-general of the three organizations. A special train, to be known as the Governors' Special, will start from Birmingham, Ala., on June 1.

of the local branch of the B. M. Goodrich Rubber Company.

WALL ROTARY OFFICER

Ridgefield Park, N. J., April 6.—George Wall of the Ridgefield Park Auto Company, Ford dealer here, has been elected vice-president of the Ridgefield Park Rotary Club.

Incorporations

OHIO

Columbus, April 6 (U. T. P. S.).—New incorporations in this state are:

Putnam Alemitte Service, Inc., 500 shares no par value, to operate filling stations and deal in gasoline, oils and grease; George F. Putnam, Gretchen C. Putnam, Bert Busche, Emma Grotzinger and D. F. McIntosh.

The Woodward-161st St. Garage Company, Cleveland, 500 shares no par value, to operate a garage and service station; James H. Griswold, Ira J. Warner, J. N. Burke, John H. Knapp and A. M. McNally.

The Paige-Jewett Service Garage, Inc., Toledo, \$5,000; to operate a service station and public garage; H. A. Krueger, E. L. Krueger, Harry Levison, Thomas R. Mantion and Bertha E. Krueger.

Youngstown Truck Tire Service Company, Youngstown, 500 shares no par value; to deal in tires for trucks, both solid and pneumatic; Frank Large, M. J. Scharrer, X. W. Miller, A. Ambrose and D. F. Rendenelli.

The Blue Line Auto Livery Company, Dover, 500 shares no par value; to operate a livery and garage business; Charles Gibbs, H. J. Gibbs, Emanuel Gibbs, Edward A. Weber and Paul Weber.

NEW YORK STATE

Albany, April 6.—New automotive concerns that have just been granted corporation charters are:

National Auto Products Company, Inc., Kings county, \$10,000; deal in auto accessories; Herman Richman, 1325 Eastern Parkway, Brooklyn; Fred Lefte and Pearl Zimmerman.

Kemco Holding Corporation, Bronx, \$60,000; realty, automobile and garage business; Joseph Katz, 1665 Weeks Ave., Bronx, and Edward and Hyman Katz, 3046 Park Ave., Bronx.

A. & E. Taxi Company, Inc., Manhattan, \$5,000; operate taxicabs; Nat Abrams, 729 Ditmas Ave., Brooklyn; Daniel Ellison and Kate Newman.

B. & C. Garage, Inc., Bronx, \$3,000; operate garage; Benjamin Harchik, 801 Tremont Ave., Bronx; O. A. Diehl and Erna Diehl.

Auburn-Yonkers Company, Inc., Yonkers, \$10,000; deal in automobiles, motor vehicles, machinery, accessories, operate garage; Walter B. Reinhardt, 2701 Grand Concourse, Bronx; Arthur E. Reinhardt and George N. Reinhardt.

Port Washington Sales Corporation, Sands Point, Nassau county, 120 shares, no par value; gasoline, supply and service station; J. S. Manheimer, Harry Friedman and Max J. Weinman, 292 Madison Ave., New York city.

Volpi Brothers, Inc., Mount Vernon, \$2,000; gasoline station; Burchard Dutcher, 40 Wall St., New York city; John J. Volpi and Joseph E. Volpi.

Rockville Centre Drive-In, Inc., Rockville Centre, Nassau county, \$10,000; operate automobiles, gasoline, and oil stations; Ellis D. Crane and Olga Crane, 105 Pine St., and Percy C. Warren, 89 Pine St., Rockville Centre.

The Carol Lee Holding Company, Inc., Mineola, L. I., 100 shares, no par value; real estate, insurance agency, automobile storage and automobile supplies, baked goods, restaurant, taxicab, etc.; H. J. Simonson, Jr., Frank Ware and Arthur V. Gorman, Garden City, L. I.

Avon Hardware Corporation, Avon, Livingston county, \$10,000; deal in hardware, farm machinery, enameled kitchen utensils, jewelry and motor vehicle supplies; C. E. Meekin, Avon, and Alfred Baird and Mary E. Baird, Genesee.

Increase in Shares

Roslyn Motors, Inc., North Hempstead, from 1,500 shares, of which 500 are preferred stock, \$100 par value, and 1,000 common stock, no par value, to 3,000 shares, all of which have a par value of \$100; H. Furlong, secretary, Roslyn, N. Y.

Change of Name

New Idea Double Tire Company, Rochester, changed to East Avenue Tire Company, Inc., care Gilbert A. Nussbaum, 314 Union Trust Building, Rochester.

From Monroe County Tire Service, Inc., New York county, to James P. Warren, Inc., care Cotton & Franklin, 43 Exchange Place, New York city.

From O. B. Electric Vehicles, Inc., Queens, to O. B. Electric Truck, Inc., care William Weintraub, 291 Broadway, New York city.

From Sherman & Harrison Co., Inc., White Plains, to Harrison Motor Company, Inc., care Clark, Carr & Ellis, 120 Broadway, New York city.

The BUICK Franchise means Better Used Cars

No car maintains its resale value at a higher point, throughout the country, than Buick. New or used Buicks enjoy wide public preference because they stand up and stay good through years of service. 100,000 of the million and more Buicks in use today are 8 years old, or older.

Those who desire the Buick Franchise should have their names on file.

the Better BUICK

BUICK MOTOR COMPANY, FLINT, MICHIGAN

Division of General Motors Corporation

Pioneer Builders of Valve-in-Head Motor Cars

Branches in all Principal Cities—Dealers Everywhere

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

1926

XUM

WILLYS-OVERLAND NET \$11,422,777

Sales of \$180,000,000 a
New High Record—
Assets Rise

(Continued from Page 1)

past due obligations arising from the company's capital structure.

"Notwithstanding a volume of net sales for the year approximating \$180,000,000, the company's working capital was adequate for all needs, permitting continued freedom from bank credit. Car sales for 1925 stood at 214,460, as against 162,988 cars sold in 1924."

Income Account

The income account follows:—
Gross profit after depreciation \$26,573,648
Expenses, etc. 8,950,397
Interest, discount, etc. 687,066
New model devel. expenses 3,773,408
Federal taxes 1,740,090
Net profit \$11,422,777
Preferred dividends 1,543,465
Surplus \$9,879,312

The total assets as shown by the consolidated balance sheet, were \$75,076,207, as against \$66,018,335 for 1924. Among the current assets were cash, \$725,963; inventories, \$27,300,995; notes and accounts receivable, \$6,977,892, and miscellaneous accounts and notes receivable, \$700,204. The total liabilities were \$49,256,625, as compared with \$50,045,546 for the preceding year. Accounts payable last year were \$2,626,910; taxes, accrued interest, etc., totaled \$2,308,040, preferred stock was \$22,049,500 and common stock was \$11,323,305 after depreciation. The surplus was \$25,819,582, as compared with \$15,972,789 in 1924.

AUTOS IN TUNIS

London, April 6 (U. T. P. S.).—There are at present 3,330 automobiles registered in Tunis. Nineteenth of the business is in the hands of French manufacturers.

Stocks of Rubber Increase in London

London, April 6.—Rubber stocks here April 3 totaled 13,639 tons, an increase of 944 tons over the amount on hand at the end of the previous week, according to the Rubber Association.

AUTOCAR ABANDON REFINANCING PLAN

Condition of Stock Market Makes Reor- ganization Inadvisable

PHILADELPHIA, April 6.—Stockholders of the Autocar Company have been notified that the proposed plan for reorganizing and financing has been declared inoperative. The condition of the stock market, says the company's announcement, makes it inadvisable to reorganize the company on the proposed basis at this time.

Operations for 1925 show substantial profit, prospects for business this year are better than ever and it is hoped a drastic financial reorganization can be avoided entirely.

In order to improve and strengthen cash position, arrangements have been made for sale of a substantial amount of the unissued 8 per cent. cumulative preferred stock and the company will receive further subscriptions at par from stockholders.

David S. Ludlum has retired as president and L. L. Woodward has been elected in his place. Mr. Woodward has been for years president of Fitzgibbon & Crip Co. of Trenton, N. J., makers of automobile truck bodies.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1925	High	Low	Div.	Sales	High	Low	Close	Net Change
18 1/2	19	18 1/2	1	Advance Rumely	200	11 1/2	11 1/2	0
16	16 1/2	16	1	Ajax Rubber	400	10 1/2	10 1/2	0
94 1/2	94 1/2	94 1/2	6	Allis-Chalmers	1,000	84 1/2	83 1/2	+ 1 1/2
110	107 1/2	107 1/2	7	Allis-Chalmers pf	100	105 1/2	105 1/2	0
34 1/2	34 1/2	34 1/2	7	Am. Bosch Magneto	700	21 1/2	21 1/2	0
15 1/2	15 1/2	15 1/2	1	Am.-La France	200	13 1/2	13 1/2	0
37 1/2	37 1/2	37 1/2	3	Briggs Mfg. Co.	3,800	29 1/2	29 1/2	0
54 1/2	54 1/2	54 1/2	3	Chrysler Corp.	12,400	34 1/2	34 1/2	0
103	93	93	8	Chrysler Corp. pf	600	100	98 1/2	+ 1 1/2
13	13 1/2	13 1/2	80	Continental Motors	3,100	11 1/2	11 1/2	0
47 1/2	47 1/2	47 1/2	7	Dodge Bros. A.	4,700	32 1/2	32 1/2	0
88 1/2	88 1/2	88 1/2	7	Dodge Bros. pf	2,100	83 1/2	83 1/2	0
32 1/2	32 1/2	32 1/2	2	Eaton Axle & Spring	800	26 1/2	25 1/2	- 1 1/2
79 1/2	79 1/2	79 1/2	6	Electric Stor. Battery	1,000	77 1/2	77 1/2	0
82 1/2	82 1/2	82 1/2	6.50	Electric Auto-Lite	100	65	65	0
105 1/2	85	85	5	Fisher Body	1,400	91	90	- 1 1/2
25 1/2	25 1/2	25 1/2	14	Fisk Rubber	1,500	17 1/2	17 1/2	0
107	97	97	7	Fisk Rubber 1st pf cv	200	98	98	0
42	29	29	3.75	Gabriel Snubber	300	33 1/2	33 1/2	0
9 1/2	6 1/2	6 1/2	1	Gardner Motor	300	7	7	0
131 1/2	113 1/2	113 1/2	12	General Motors	27,600	120	117 1/2	- 2 1/2
25 1/2	18	18	2	Glidden Co.	1,600	20 1/2	20 1/2	0
70 1/2	52	52	7	Goodrich Co.	1,900	56 1/2	55 1/2	- 1 1/2
100	96 1/2	96 1/2	7	Goodrich Co. pf	100	99 1/2	99 1/2	0
109 1/2	98 1/2	98 1/2	7	Goodyear T. & R. pf	100	102 1/2	102 1/2	0
46	34 1/2	34 1/2	3.25	Hayes Wheel	200	38	38	0
123 1/2	69	69	3	Hudson Motor Car	41,500	76 1/2	74 1/2	- 2 1/2
28 1/2	17	17	1	Hupp Motor Car	700	21 1/2	21 1/2	0
16 1/2	37 1/2	37 1/2	3	Jordan Motor Car	5,000	44 1/2	41 1/2	- 3 1/2
14	8 1/2	8 1/2	1	Keystone T. & R.	100	1 1/2	1 1/2	0
159	103 1/2	103 1/2	6	Lee Rubber & Tire	200	10	10	0
23	27	27	2	Mack Trucks	6,100	111 1/2	108 1/2	- 3 1/2
21 1/2	18 1/2	18 1/2	7	Marlin Rockwell	100	29 1/2	29 1/2	0
53 1/2	36	36	3.60	Martin Parry	100	19	19	0
32 1/2	24	24	2	Motometer A	300	29 1/2	29 1/2	0
15 1/2	8 1/2	8 1/2	1	Motor Wheel Corp.	1,000	27	26 1/2	- 1 1/2
66	52	52	1	Murray Body	300	10 1/2	10 1/2	0
22 1/2	14 1/2	14 1/2	2	Nash Motors	17,100	58 1/2	56 1/2	- 2 1/2
42 1/2	31 1/2	31 1/2	2	Omnibus Corp.	1,600	17 1/2	16 1/2	- 1 1/2
28 1/2	18 1/2	18 1/2	1.80	Packard Motor Car	1,000	33 1/2	33 1/2	0
42 1/2	22	22	4	Packard Motor Car pf	1,500	29	29 1/2	0
108 1/2	84 1/2	84 1/2	5	Pierce-Arrow	500	26	24 1/2	- 1 1/2
10 1/2	5 1/2	5 1/2	1	Pierce-Arrow pf	500	89 1/2	88 1/2	- 1 1/2
31 1/2	18 1/2	18 1/2	6	Reynolds Spring	100	6 1/2	6 1/2	0
92 1/2	70 1/2	70 1/2	6	Spicer Mfg. Co.	400	22 1/2	22 1/2	0
61 1/2	50 1/2	50 1/2	5	Stewart-Warner Speed	2,100	76 1/2	74 1/2	- 2 1/2
59 1/2	44 1/2	44 1/2	4	Studebaker Co.	3,300	54	53 1/2	- 1 1/2
84 1/2	61	61	8	Timken Roller Bear	1,000	50 1/2	50 1/2	0
109	101 1/2	101 1/2	4	U. S. Rubber	5,500	66 1/2	64 1/2	- 2 1/2
30	60 1/2	60 1/2	4	U. S. Rubber 1st pf	200	106 1/2	105 1/2	- 1 1/2
34	21	21	1	White Motors	1,700	65 1/2	65 1/2	0
99	91 1/2	91 1/2	7	Willys-Overland	28,800	24 1/2	24 1/2	0
32 1/2	23 1/2	23 1/2	.75	Willys-Overland pf	100	96 1/2	96 1/2	0
				Yellow C. & T. B.	1,100	26	25 1/2	- 1 1/2

NEW YORK CURB

Sales	Stocks	High	Low	Last	Chge.	Net
2900	Dur. Mot.	7 1/2	6 1/2	6 1/2	0	0
200	Fargo Mot.	5 1/2	5 1/2	5 1/2	0	0
200	Fed M. Tr.	40 1/2	40 1/2	40 1/2	0	0
10	Frest pf	99	99	99	0	0
100	Frankl. Mfg.	24	24	24	0	0
400	Gdyr T. & R.	33 1/2	33 1/2	33 1/2	0	0
700	Reo Mot.	21 1/2	21 1/2	21 1/2	0	0
500	Rickenb. Mot.	5 1/2	5 1/2	5 1/2	0	0
100	Spltdf B. El.	30 1/2	30 1/2	30 1/2	0	0
500	Stutz M. C.	23 1/2	23 1/2	23 1/2	0	0
500	Timk. D. A.	9 1/2	9 1/2	9 1/2	0	0
100	U. S. & H.	18 1/2	18 1/2	18 1/2	0	0
400	U. S. R. Rec.	16 1/2	16 1/2	16 1/2	0	0
4000	Yel. T. N. Y.	16 1/2	16 1/2	16 1/2	0	0

CHICAGO

Sales	Stocks	High	Low	Last	Chge.
100	Auburn Auto	47	44 1/2	47	0
125	Bendix	27 1/2	27 1/2	27 1/2	0
20	Conf. Motors	11	11	11	0
50	Hupp Motors	21 1/2	21 1/2	21 1/2	0
75	Midl. Steel Prod.	43	42 1/2	43	0

(The above table shows Monday's automotive stock movement, complete.)

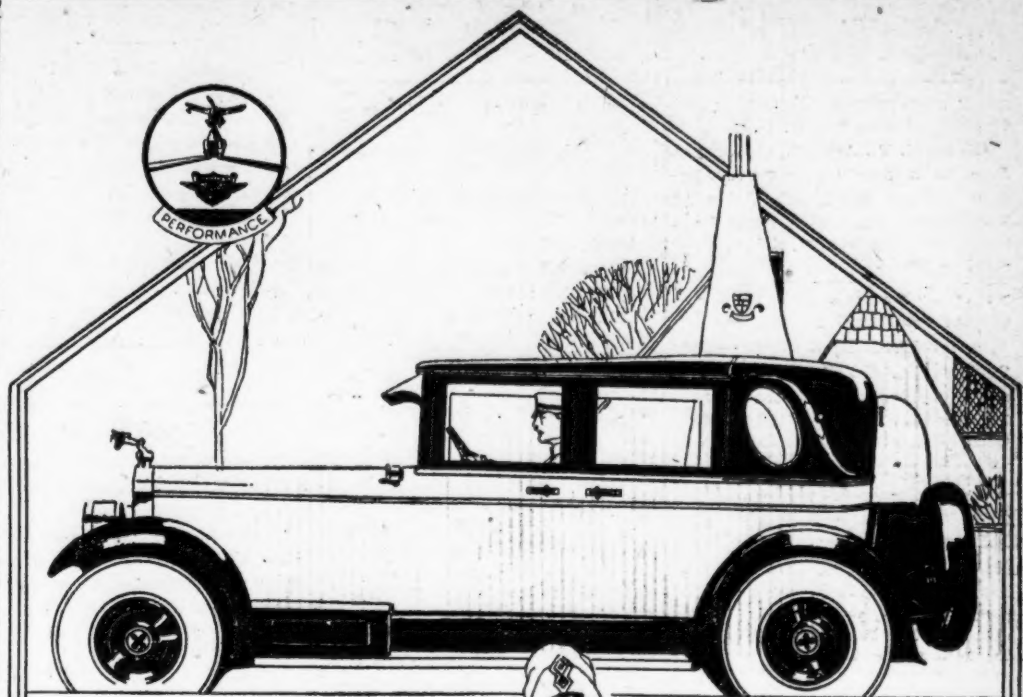
Sales	Stocks	High	Low	Last	Chge.
150	Omnibus	116 1/2	116 1/2	116 1/2	0
30	Reo Motor	21 1/2	21 1/2	21 1/2	0
2100	Stew. Warner	75 1/2	75 1/2	75 1/2	0
50	Yel. T. & C. B.	25 1/2	25 1/2	25 1/2	0
25	do pf	92 1/2	92 1/2	92 1/2	0
260	Yel. Taxi	46 1/2	46 1/2	46 1/2	0

CLEVELAND

Firestone	High	Low	Last
116	116	115	115
Goodyear	33 1/2	33 1/2	33 1/2
India Tire	153 1/2	153 1/2	153 1/2
Peierless	21 1/2	21 1/2	21 1/2
Seiberling	23 1/2	23 1/2	23 1/2

DETROIT

Sales	Stocks	High	Low	Last	Chge.
100	Cont. Mot.	11	11	11	0
212	Edmunds J.	28	28	28	0
850	Fed Motor	40 1/2	40 1/2	40 1/2	0
130	Hall Lamp	15 1/2	15 1/2	15 1/2	0
845	Packard	33 1/2	33 1/2	33 1/2	0
2821	Reo	21 1/2	21 1/2	21 1/2	0
200	Timken Axle	9 1/2	9 1/2	9 1/2	0



Reasons

why the Ladies prefer a
Rickenbacker—6 or 8

They like its smart, swag-
ger, spruce design.

The interior of the
Rickenbacker appeals
to their sense of the
beautiful.

They like the surprising
ease with which this
car rides and drives.

The ball bearing, easy
steering wheel always
impresses a lady.

They like the silence of
the high-powered
motor—also they like
its nimbleness and flex-
ibility.

They like the good-look-
ing hardware—the fine
design and beautiful
finish.

They like the soft, deep
luxurious cushions that
are restful and relaxing
to body and mind.

They like the 4-wheel
brakes—which mean
instant, but cushioned,
stopping.

They like its economy
in operation—as well
as the attractive pur-
chasing price.

And finally they like the
Rickenbacker because
it is the best all around
motor car value on the
market today.

Bring your wife in and let
us show both of you!

Famous "Six" Prices

7 Pass. Phaeton	\$1795
5 Pass. Phaeton	1750
4 Pass. Roadster	1705
5 Pass. Coupe Sedan	1695
4 Pass. Coupe Roadster	1620
5 Pass. Brougham	1605
5 Pass. Sedan	2095
7 Pass. Sedan	2195
4 Pass. DeLuxe Coupe	1595

f. o. b. Detroit—plus war tax

Vertical "Eight" Prices

7 Pass. Phaeton	\$2195
5 Pass. Phaeton	2150
4 Pass. Roadster	2105
5 Pass. Coupe Sedan	2095
4 Pass. Coupe Roadster	2320
5 Pass. Brougham	2295
5 Pass. Sedan	2495
7 Pass. Sedan	2595
4 Pass. DeLuxe Coupe	2395

f. o. b. Detroit—plus war tax

RICKENBACKER MOTOR CO.,

DETROIT, MICH.

Rickenbacker

A • CAR • WORTHY • OF • ITS • NAME